R J Reynolds Tobacco Company

Lanny Wolfe
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September 15, 1997

Middlesex Tobacco
450 Florida Grove Road
Perth Amboy, NJ 08861

Re: *September 1997 Monarch DPC Promotion*

Attached is the information you will need to work the Sept. Monarch .30 off per pack DPC promotion:

- Please black line and sticker all product .30 off per pack.
- Pack the each display with 1 carton of Monarch Full Flavor 100, 1 carton Monarch Lights 100s, 1 carton Monarch Ultra Lights 100s, and 1 carton of Monarch Lights Menthol 100s.
- Send one Monarch 4 carton .30 off per pack display to each account prebooked (attached)
- **Disc Reporting: please be sure you report 1 discounted carton of each of the four styles of Monarch for each display.**

If you have any questions please let me know.

Thanks,

Lanny

LSTW/as
attachments

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